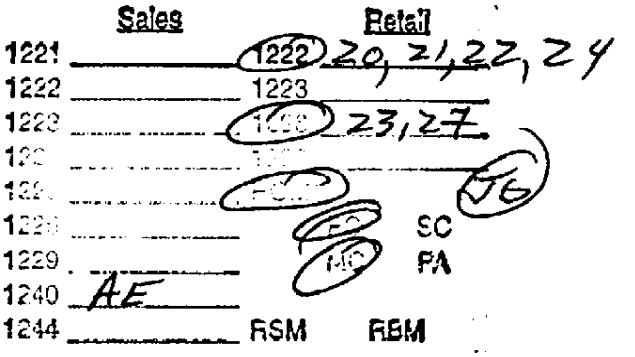
To: Piscitelli, J, 1710 - Pittsburgh ROU, Evanchik, A E., Burke, Helen, 1110 - Boston ROU(PROVENL), Mota, Dinarte P., 1210 - New York ROU (ALVICHA), 1310 - Philadelphia ROU (METZG), 1610 - Buffalo ROU (BRZEZIE)
From: Maguire, Amy E.
Posted: 7/16/98 8:46
Opened: 7/16/98 9:16
Subject: CUMBERLAND FMS--PROMO INFO

Please distribute to appropriate reps and managers.

Thank you.

CC: Merusi, J L.



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Source: https://www.industrydocuments.ucsf.edu/docs/nlly0000

CHAIN PROMOTIONAL INFORMATION

CHAIN NAME:	Cumberland Farms (Except Florida)	CID #: 0107-XX-XX
PROMOTION TYPE:	Display / Signage	SUPPLIER:
DESCRIPTION:	2 - 20 package displays: (1) Winston Ultra Box #537953 (1) Winston Multi style #545423 (1) Winston 2x2 Price Sign #535445 (1) Winston "No Bull" Window Paster	
BRANDS:	Winston Family	
AUTHORIZED LOCATIONS:	All stores except Florida. Store Bulletin and letter of authorization attached.	
TIMING:	Immediate through September	
DISPLAY METHOD:	2 - 20 pack displays where space permits. 1 - 2x2 pricer placed in a visible location inside or outside. 1 - Winston Window Paster (stick to stick)	
ACTION REQUIRED:	20 pack displays and 2x2 pricer will be directly shipped to stores and will arrive week of 7/20/98. Window paster to be supplied by RJR rep. SIS Reporting: Report # of displays each month under WIN 1.50 PK DISPLAY	
COMMENTS:	This advertising display program is not tied to our contracted display program and is not to be considered when determining contract compliance.	
AUTHORIZED BY:	Al McKay	RJR REP: Jim Merusi

cc: Helen Burke
Audrey Evanchik
Dinarte Mota
Jim Piscitelli

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Source: https://www.industrydocuments.ucsf.edu/docs/nlly0000

Marketing Bulletin

We have, for all stores except Florida, authorized the following display / advertising pieces for all store:

- 40 package temporary Winston box display to be placed in a highly visible non self service location (2 20 pack displays may be used where smaller displays are better due to space considerations.
- Winston No Bull window poster that will replace any current window poster.
- Winston 2x2 price signage featuring reduced price during price reduction periods.

This display / advertising is in addition to existing RJ Reynolds advertising/display currently on location.

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Source: https://www.industrydocuments.ucsf.edu/docs/nlly0000

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JUN 24 '98 16:24

Cumberland Farms

Mr Al McKay, v.p. marketing for Cumberland Farms has authorized the following display/advertising pieces for all stores:

* 40 package temporary Winston box display to be placed in a highly visable non self service location (2 20 pack displays may be used where smaller displays are better due to space considerations)

* Winston No Bull window poster ?, featuring stick to stick advertising

*Winston 2x2 price signage featuring reduced price during price reduction periods

This display/advertising is in addition to existing R J Reynolds advertising/display currently on location

Authorized by: Al McKay

Date: 6/24/98

R.J.REYNOLDS...1142 ID:5089230240 JUN 24.98 15:54 No.001 P.02

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